

We claim:

1. A video signal processor comprising:

a tuner adapted to receive a composite video signal, said composite video signal including a video channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, and a SAP channel carrying an alternative audio track for said program, said alternative audio track being a modified version of said standard audio track;

a selector adapted to select one of said standard and said alternative audio tracks as the active audio track; and

output circuitry coupled to said tuner and generating output audio and video signals, said output audio signals corresponding to said active audio track.

2. The video signal processor of claim 1 wherein said standard audio track is composed of first segments and said alternate audio track is composed of second segments, and a substantial number of said first and second segments are identical.

3. The video signal processor of claim 1 wherein said standard audio track includes a sequence of A segments and B segments and said alternative audio track includes a sequence of A segments and C segments, and said B segments are different from said C segments.

4. The video signal processor of claim 3 wherein said every B segment in said standard audio track is replaced by a corresponding C segment in said alternative audio track.

5. The video signal processor of claim 1 wherein one of said main and alternative audio tracks contains objectionable material for children and in the other of said main and alternative audio tracks said objectionable material is absent.

6. The video signal processor of claim 1 wherein said main and alternative audio tracks are customized for viewers with different demographic characteristics.

7. The video signal processor of claim 1 further comprising a latch having a set and a reset mode responsive to a code, wherein said selector is coupled to said latch and is adapted to designate an active audio track when said latch is set which cannot be changed by a viewer without resetting the latch.

8. A video signal processor comprising:

a tuner adapted to receive a composite video signal, said composite video signal including a video broadcast channel that carries a video track for an audio-visual program, a main audio channel that carries a standard audio track for said program and an SAP channel with an alternative audio track for said program, each of said audio tracks being composed of sequential sound segments, wherein said alternative audio track includes segments derived from

said standard audio track;

a selector adapted to select one of said standard and alternative audio tracks as the active audio track; and

output circuitry coupled to said tuner and generating output audio and video signals, said audio signal corresponding to said active audio track.

9. The video signal processor of claim 8 wherein said standard audio track comprises sequential A segments and B segments, and said alternative audio track comprises sequential A segments and C segments, said C segments being different from said B segments.

10. The video signal processor of claim 9 wherein said B segments contain objectionable language and said C segments contain unobjectionable language.

11. The video signal processor of claim 9 wherein said C segments are targeted for viewers having specific demographics.

12. The video signal processor of claim 11 wherein said B segments are targeted to a general viewer population and said C segments are targeted to a viewer population at a specific geographic location.

13. The video signal processor of claim 8 wherein said selector is responsive to commands by a user.

14. The video signal processor of claim 13 further comprising a latch having a set and a reset mode responsive to a code, wherein said latch is coupled to said selector to lock said selector independently of said commands.

15. A broadcasting system comprising:

a broadcasting apparatus adapted to transmit a composite video signal, said composite video signal including a video broadcast channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, and an SAP channel that carries an alternative audio track for said program, said alternative audio track being a modified version of said standard audio track; and

a plurality of video signal processors adapted to receive said composite video signal and to generate corresponding output audio and video signals, said video signal processors including a selector adapted to select one of said main and alternative audio tracks as the active audio track, said video signal processors generating said output audio signal corresponding to said active audio track.

16. The system of claim 15 wherein said standard audio track is composed of first segments and said alternative audio track is composed of second segments, and a substantial number of said first and second segments are identical.

17. The system of claim 15 wherein said standard audio track includes a sequence of A segments and B segments and said alternative audio track

includes a sequence of A segments and C segments, and said C segments are different from said B segments.

18. The system of claim 17 wherein every B segment in said standard audio track is replaced by a corresponding C segment in said alternative audio track.

19. The system of claim 15 wherein one of said main and alternative audio tracks contains objectionable material for children, and in the other of said main and alternative audio tracks said objectionable material is absent.

20. The system of claim 15 wherein said main and alternative audio tracks are customized for viewers with different demographic characteristics.

21. The system of claim 15 wherein said main audio track is broadcast to viewers independent of their locations, and said alternative audio track is customized for viewers with specific demographic characteristics.

22. A broadcasting system comprising:

a broadcasting apparatus adapted to transmit a composite video signal, said composite video signal including a video channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, and an additional audio channel that carries an alternative audio track for said program, each of said audio tracks being composed of sequential sound segments, wherein said alternative audio track is

modified by replacing only some of the segments of said standard audio track with other segments not found in said standard audio track; and

a plurality of TV receivers adapted to receive said composite video signal and to display images corresponding to said video channel, said TV receivers generating sounds corresponding to one of said standard and alternative audio tracks.

23. The system of claim 22 wherein each TV receiver includes a selector that determines which of said audio tracks is the active audio track.

24. The system of claim 23 wherein said selector is responsive to commands from a user.

25. The system of claim 24 further comprising a latch responsive to a code to override said commands and lock said selector into a predetermined position.

26. The system of claim 22 wherein said additional audio channel is an SAP channel.

27. The system of claim 22 wherein said standard audio track comprises A segments and B segments, and said alternative audio track comprises A segments and C segments, said C segments being different from said B segments.

28. The system of claim 27 wherein said B segments contain objectionable language and said C segments contain unobjectionable language.

29. The system of claim 27 wherein said B and C sound segments are targeted for viewers having different demographics.

30. The system of claim 29 wherein said B segments are targeted to viewers independently of their geographic location and said C sound segments are targeted to viewers at a specific geographic location.

31. A system comprising:

a first signal processor disposed at a first geographic location;

a second signal processor disposed at a second geographic location;

a broadcasting apparatus adapted to transmit composite video signals, said composite video signals including a video broadcast channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, said standard audio track being generic to both TV receivers, and an additional audio channel that carries one of a first and a second alternative audio track for said program, each of said audio tracks being composed of sequential sound segments, wherein said alternative audio track is derived by replacing only some of the segments of said standard audio track with other segments not found in said standard audio track; a composite video signal with the first alternative audio track is transmitted to said first video signal processor and a composite video signal with the second

alternative audio track is transmitted to said second video signal processor; and said video signal processors are adapted to receive said composite video signals and to generate corresponding output audio and video signals, with said output audio signals corresponding to one of said audio tracks.

32. The system of claim 31 wherein said additional audio channel is in a SAP channel.

33. A TV receiver comprising:

a tuner adapted to receive a composite video signal, said composite video signal including a video channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, and a SAP channel carrying an alternative audio track for said program, said alternative audio track being a modified version of said standard audio track;

a screen adapted to display images corresponding to said video signal;

a selector adapted to select one of said standard and said alternative audio tracks as the active audio track; and

a speaker adapted to generate sounds corresponding to said active audio track.

34. The TV receiver of claim 33 wherein said standard audio track is composed of first segments and said alternate audio track is composed of second segments, and a substantial number of said first and second segments



are identical.

35. The TV receiver of claim 33 wherein said standard audio track includes a sequence of A segments and B segments and said alternative audio track includes a sequence of A segments and C segments, and said B segments are different from said C segments.

36. The TV receiver of claim 35 wherein said every B segment in said standard audio track is replaced by a corresponding C segment in said alternative audio track.

37. The TV receiver of claim 33 wherein one of said main and alternative audio tracks contains objectionable material for children and in the other of said main and alternative audio tracks said objectionable material is absent.

38. The TV receiver of claim 33 wherein said main and alternative audio tracks are customized for viewers with different demographic characteristics.

39. The TV receiver of claim 33 further comprising a latch having a set and a reset mode responsive to a code, wherein said selector is coupled to said latch and is adapted to designate an active audio track when said latch is set which cannot be changed by a viewer without resetting the latch.

40. A composite video signal, said composite video signal including a video channel that carries a video signal for an audio-visual program, a main

audio channel that carries a standard audio track for said program, and a SAP channel carrying an alternative audio track for said program, said alternative audio track being a modified version of said standard audio track.

41. The composite video signal of claim 40 wherein said standard audio track is composed of first segments and said alternate audio track is composed of second segments, and a substantial number of said first and second segments are identical.

42. The composite video signal of claim 40 wherein said standard audio track includes a sequence of A segments and B segments and said alternative audio track includes a sequence of A segments and C segments, and said B segments are different from said C segments.

43. The composite video signal of claim 42 wherein said every B segment in said standard audio track is replaced by a corresponding C segment in said alternative audio track.

44. The composite video signal of claim 40 wherein one of said main and alternative audio tracks contains objectionable material for children and in the other of said main and alternative audio tracks said objectionable material is absent.

